



2019

DCBID
DOWNTOWN CENTER BID

DEAR DOWNTOWN STAKEHOLDER

We are pleased to share with you the 2019 Annual Report for the Downtown Center Business Improvement District (DCBID). While Downtown Los Angeles (DTLA), like cities across the nation, will be facing unprecedented challenges in the months ahead due to the impacts of the novel coronavirus and historic civil unrest, the core services that the DCBID has provided to its property owners since its inception in 1998 – creating a safe, clean, and vibrant District – are more important now than ever. The work that we have done in 2019 is a culmination of 20 years of effort and experience and forms a strong foundation for our recovery and revitalization efforts in 2020.

The Safe and Clean team is at the heart of these efforts. With a commitment to maintaining the highest standards for hygiene, sanitation, and security on a day-to-day basis, they provide round-the-clock service seven days a week. In 2019, they responded to over 28,323 calls for service, and removed over 70,584 bags of trash and over 10,155 instances of graffiti. Our Safe and Clean teams, working with our Homeless Outreach teams, have continued their tireless efforts without interruption in 2020. They are the backbone of our organization and, as such, support the entire District.

An increasingly important role for our organization is to help foster a sense of community among the growing number of residents, workers, and visitors in Downtown. Our engagement efforts, anchored by our signature events such as Dog Day Afternoon and Halloween Festival for Kids, which drew thousands of attendees in 2019, have played a key role in the creation of a true neighborhood that is united by common interests and desires. While the format of these events may change in 2020 due to the shifting environment, the importance of the community engagement they represent will be even greater.

The Marketing and Economic Development teams also play a lead role in the vitality of Downtown with outreach and programming for investors, developers, and prospective residential and commercial tenants. In 2019 we launched DTLA Works and Art of Retail, sector-based initiatives aimed at building on Downtown's rapidly growing and changing roster of retail and office tenants.

All our efforts are amplified by the DCBID's communications channels, including our increasing use of social media, video and digital content, and our website DowntownLA.com. To maximize the effectiveness of these tools, in 2019 we enhanced our marketing strategy and added a Marketing Content Specialist position to our staff to ensure that our resources to support our businesses and residents have the greatest possible reach.

Thank you for your continued dedication to Downtown LA and our District. While there are uncertain times ahead, you can be certain that the DCBID will be here for you. We are extremely grateful for your support and know that we will continue to build a future that is **#TogetherDTLA**.

Sincerely,



Robert Cushman
*Chairperson,
DCBID Board of Directors*



Suzanne Holley
*President & CEO,
DCBID*

“

Walk the length of Grand Avenue from Temple to 5th Street, and you'll encounter one of the most vital arts hubs in the city. —LA Times, May 2019

”

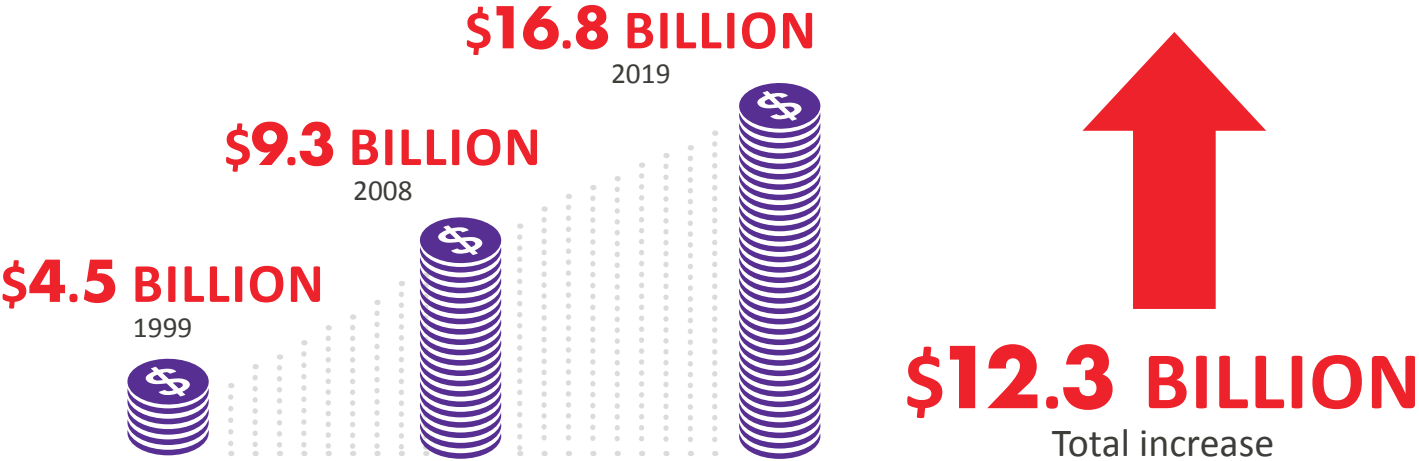
Upper Grand Avenue

DTLA BY THE NUMBERS

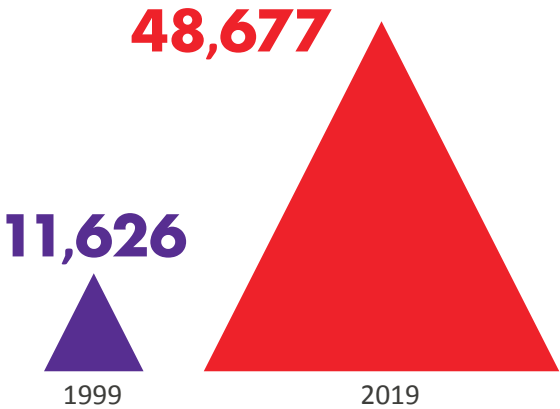
POPULATION GROWTH



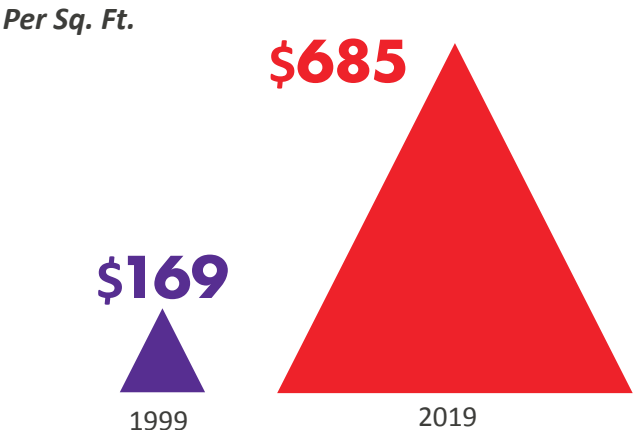
PROPERTY VALUE



RESIDENTIAL UNITS



AVERAGE CONDO PRICE



A VIBRANT COMMUNITY

\$99,000

Average median household income of residents



66%

Residents between the ages of 23–44



80%

Residents have earned a college degree or higher



500,000+

Weekday population



22 MILLION

Annual visitors





1,000+

New restaurants, bars, retail, and amenities 2008–2018



CONTINUED GROWTH

			Current Inventory	Under Construction	Pipeline
	HOTEL ROOMS	▶	9,218	1,816	9,127
	RESIDENTIAL UNITS	▶	48,667	4,442	31,382

OPERATIONS

Keeping the District safe and clean

Safe and clean streets are the foundation of a vibrant neighborhood. The DCBID's Safety and Clean teams are proudly committed to assisting those who live, work, play, and visit the Downtown Center. This highly visible, well-trained staff of safety team members and maintenance personnel continues to provide daily, 24-hour supplemental services to maintain safety and cleanliness within the District. In 2019, the team addressed 120,287 District issues, including responding to 28,688 calls for service. The specially trained PATH Outreach team provided assistance to those experiencing homelessness, connecting 106 individuals to housing services.

OPERATIONS STATISTICS

28,688

Calls for service

120,287

District issues addressed

3,821

Homeless services provided

OPERATIONS OVERVIEW

SAFETY

While in the District, you may come across our Safety team members who are contracted employees of Allied Universal and have training that ranges from enhanced customer service to assisting those in need and much more. They serve as additional eyes and ears for local law enforcement and city entities.

CLEAN

Our Clean team helps maintain the cleanliness of sidewalks and public areas within the District. The Clean team crew members are contracted through Chrysalis, a non-profit organization offering transitional employment opportunities to formerly homeless or economically disadvantaged individuals.

BID A.C.T.I.O.N.

The BID A.C.T.I.O.N. program was developed to assist the DCBID in engaging and providing services to those experiencing homelessness. In 2015, the BID A.C.T.I.O.N. program was expanded through a contract with PATH (People Assisting the Homeless), an organization with over 30 years' experience helping the homeless "find a path home."



SAFETY



FOOT PATROLS

The **DCBID** Safety Team continued foot patrols in the District after observing an increase in calls during the lunch and dinner hours regarding quality of life issues. The team patrols 7th Street during busy hours to ensure the area remains safe and clean for those who live, work, and play in the District. The addition of the foot patrols has been well received in the community and the team has received extremely positive feedback from the public.

MOAB TRAINING

Management of Aggressive Behavior (MOAB) training was provided by Allied Universal Security. This certified, 16-hour course trains our Safety team members on how to handle recognize, reduce, and manage violent and aggressive behavior. The training specializes in de-escalating situations and coming to a peaceful resolution. All of our Safety Team members are MOAB trained and will continue to receive updates on new techniques as they become available.

CLEAN



TREE TRIMMING CONTINUES

In 2019, the **DCBID** Operations team trimmed 184 trees within the Downtown Center. The tree trimming addresses overgrown trees that are blocking streetlights and growing into the sides of buildings, and helps to improve the cleanliness of the sidewalks. Since the DCBID began this service in 2014, we have facilitated the trimming of over 1,080 trees within the District.



CLEAN TEAM STATISTICS

72,612

Bags of trash removed
from over 250 DCBID
owned receptacles

10,225

Graffiti clean-ups

16,976

Sidewalk wash-downs

BID OUTREACH



PATH PARTNERSHIP STATISTICS

3,821

Services provided

106

Individuals connected
to housing services

872

New individuals contacted

2,291

Contacts made



BID A.C.T.I.O.N. & PATH PARTNERSHIP

The DCBID has dedicated more than \$2.6 million to homeless outreach since 2000 and nearly \$250,000 a year is currently budgeted for these services.

The BID A.C.T.I.O.N. (Ambassador Community Training for Intervention, Wellness, Outreach & Networking) program was developed in conjunction with the California Hospital in 2000 to provide skills and tools to assist the DCBID personnel in engaging and providing services to the homeless.

In 2015, the BID A.C.T.I.O.N. program was expanded through a contract with PATH (People Assisting the Homeless). For over 30 years, PATH has been helping the homeless throughout California “find a path home” by providing permanent supportive housing, case management, medical and mental healthcare, employment training, and other services to help individuals maintain their homes. Since 2013, PATH has connected more than 7,500 people to permanent housing.

The DCBID contracts with PATH to provide two full-time mobile outreach teams (four full-time individuals) to connect those experiencing homelessness within the District to a variety of services, ranging from giving clothing, blankets, and transportation, to accessing medical services, rehabilitation programs, and temporary and permanent shelter. High quality services are critical to ensuring that homeless individuals and families can transition from living on the streets to thriving in their own homes.

DCBID & CHRYSALIS PARTNERSHIP

For over 20 years, the DCBID has contracted with Chrysalis to staff the BID’s clean team. The contract relationship between the DCBID and Chrysalis provides approximately 34 ongoing transitional employment positions. These positions provide valuable work experience which helps to remove barriers to permanent employment for individuals who have recently overcome life challenges, like incarceration, homelessness, or drug addiction.

Since the DCBID’s formation in 1998, the BID has invested approximately \$18 million with Chrysalis Enterprises and approximately 2,100 Chrysalis clients have participated in transitional employment with the DCBID. Those clients have worked more than one million hours, and 70% of those who transition to permanent employment remain employed after six months.

TEAM MEMBERS OF THE YEAR

Each quarter, the **DCBID** recognizes Safety and Clean team members who have gone above and beyond the call of duty.

JORGE GIRON, *Safety Team*



During his time at the DCBID, Jorge has demonstrated exemplary professionalism and leadership skills. While working alongside his peers, Jorge has proven that he can be relied upon and has taken initiative to make himself available to assist fellow safety members.

TIMOTHY DAVIS, *Clean Team*



Timothy stood out to his supervisors as a hard worker and a natural leader. In just five months he has been promoted to a driver position and is trained on both of the maintenance vehicles. Timothy will tell you that he loves his job because he feels wanted in the community.

YECIREMTH MORALES, *Safety Team*



As a Senior Dispatcher, Yeciremth uses her experience to mentor incoming dispatchers and other Safety Team members. Yeciremth's calm demeanor serves as a key strength when receiving emergency calls and enables her to maintain composure under pressure.

KENNETH HARRIS, *Clean Team*



Kenneth often takes the initiative to learn important details about DTLA, making him an ideal person to train peers and new team members. Kenneth loves supporting the DCBID and feels that his dedication is appreciated by local businesses and residents alike.

IVETTE HURTADO, *Safety Team*



Ivette is an exemplary team member and trusted co-worker. She brings a high level of professionalism and enthusiasm to work every day. Always bright and outgoing, she is eager to improve her skills and has set her sights to advance into a Supervisor position.

GENE CONLEY, *Clean Team*



Gene has shown great dedication and focus since his first day on the job. By adjusting his work and responsibilities to meet the ever-changing needs of the District, he makes wide-ranging, important contributions. He is proud to represent the DCBID.

MICHAEL RIVERA, *Safety Team*



Michael consistently takes initiative and seldom needs supervisor assistance when responding to calls. He often works understaffed shifts to help manage workload. Known for his reliability and dedication, Michael is a key contributor to the efficiency of the department.

DON MOSLEY, *Clean Team*



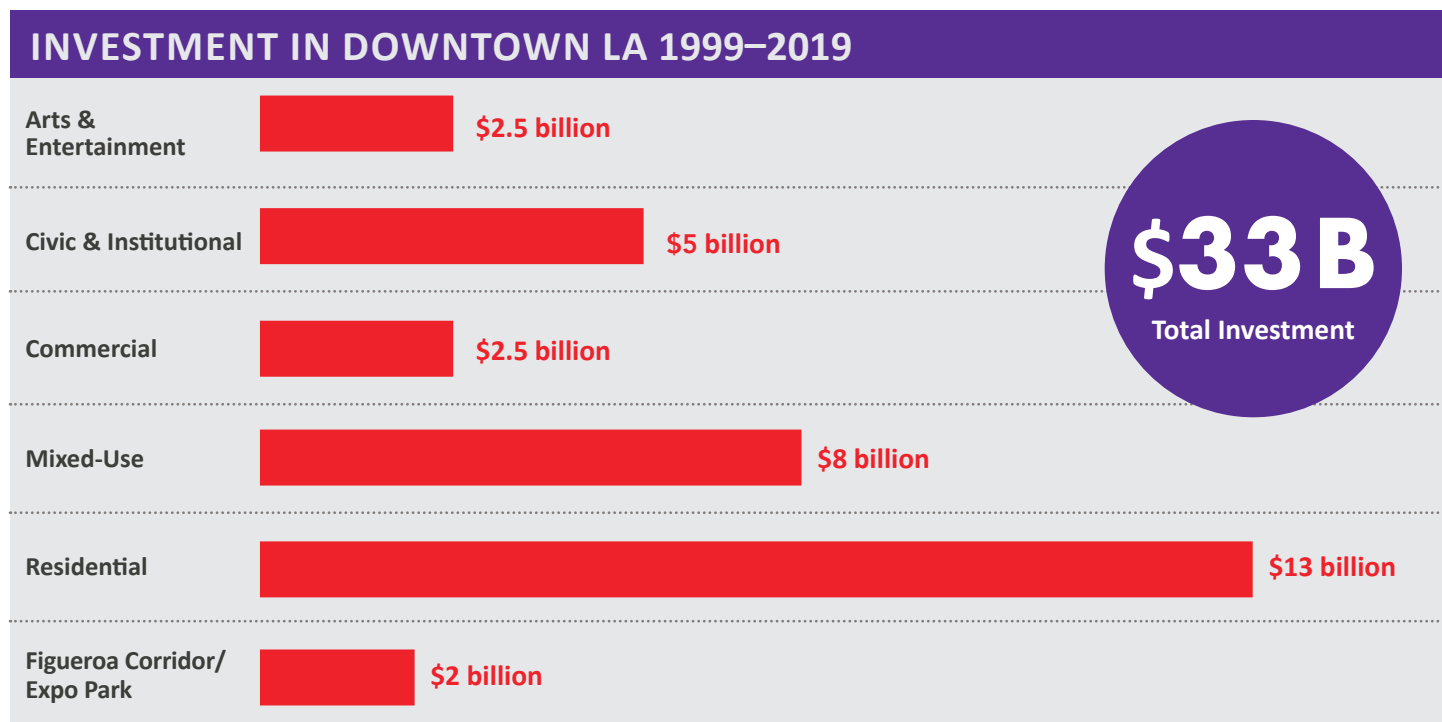
Don joined the DCBID as a Street Sweeper and was quickly promoted to Driver based on his strong performance and productivity. He shows considerable leadership by taking time to share ideas with his colleagues, and he is constantly motivating his coworkers.

ECONOMIC DEVELOPMENT

Bringing investment to the District

The Economic Development team continued to play a lead role in the growth of the Downtown Center and Downtown LA through its outreach to investors and developers and its tours for prospective residents, office, and retail tenants. We maintained our position as the main hub for data and research on DTLA, responding to hundreds of requests for information and issuing industry standard quarterly Market Reports.

In 2019 we conducted our **DTLA 2020 Survey**, receiving over 3,500 responses from people engaged with Downtown LA. For this survey, we undertook new efforts to target key segments and do comparative analysis with other LA neighborhoods. In addition to targeted efforts in key sectors, we continued our quarterly **DTLA Development Tour**, highlighting everything under construction across Downtown, while supporting the residential market with our monthly **Housing Tour**.





The Grand

Photo by Hunter Kerhart

COMMERCIAL MARKET OVERVIEW

In 2019, the Economic Development team supported the commercial real estate sector with information, advice, and a range of services provided to investors, developers, lenders, brokers, property owners, and tenants.

DCBID SIGNIFICANT COMMERCIAL SALES 2019

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
Freehand Hotel	416 W. 8th St.	Queensgate Investments	123,535	\$709.03
STOA	222 S. Main St.	Equity Residential	223,783	\$470.01
Hilton Checkers	535 S. Grand Ave.	Park Hotels & Resorts	127,268	\$433.03
703 W. 3rd St.	703 W. 3rd St.	Enwave Los Angeles	40,860	\$195.79



COMMERCIAL STATISTICS

299%

DCBID total property value
increase 1997-2019

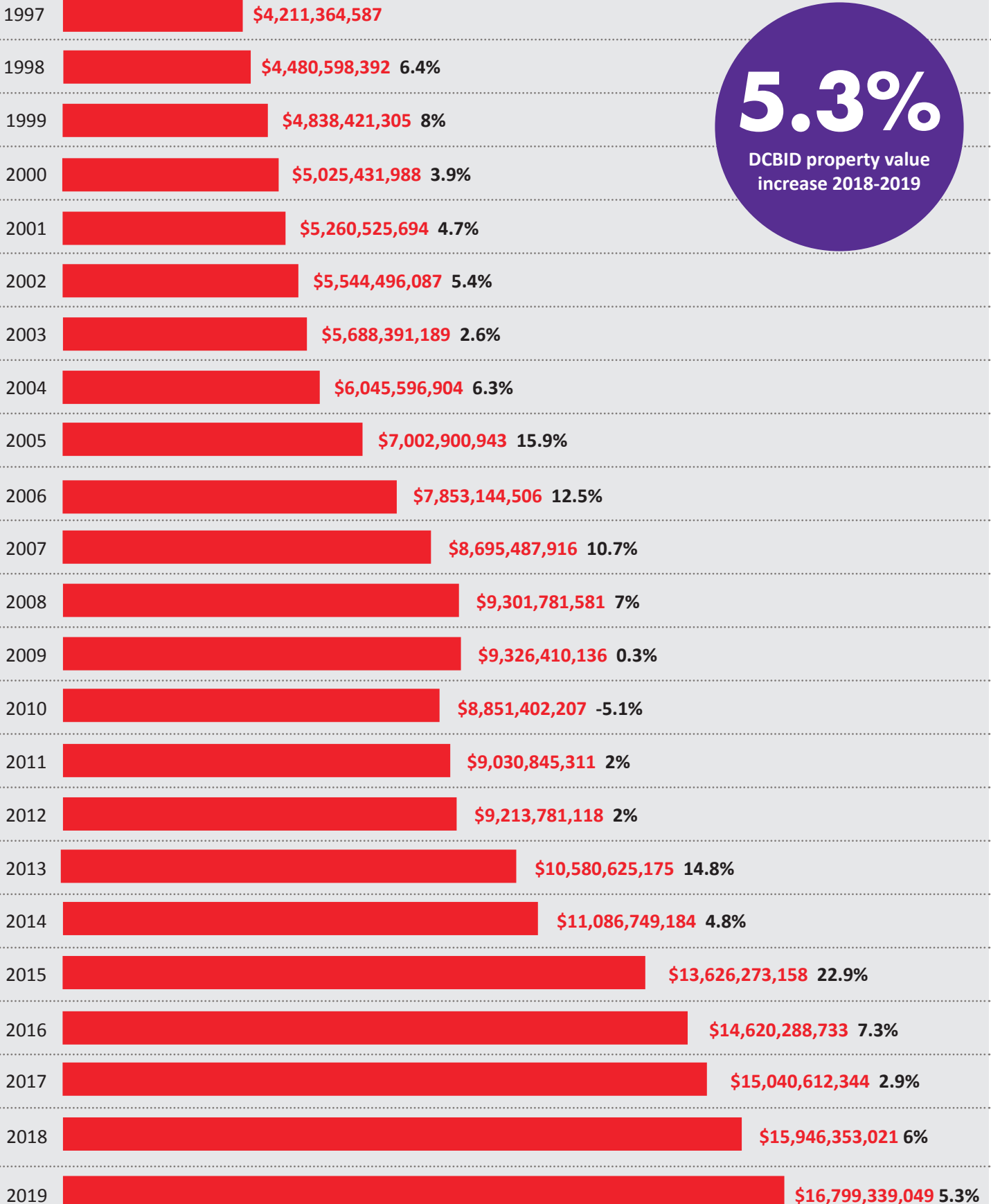
3.8M

Total square feet office space
leased in 2019

OFFICE VACANCY & RENT TRENDS

YEAR	DIRECT VACANCY	DIRECT AVERAGE RENT PER SQ FT
2019	18.2%	\$45.00
2018	16.6%	\$43.68
2017	17.7%	\$42.12
2016	16.8%	\$39.96
2015	18.2%	\$37.44
2014	19.4%	\$36.48
2013	20.7%	\$36.02
2012	20.0%	\$35.79
2011	18.6%	\$35.67
2010	16.7%	\$35.40
2009	15.3%	\$36.77
2008	12.5%	\$38.64
2007	12.3%	\$36.37
2006	13.8%	\$31.65
2005	11.2%	\$28.05
2004	14.2%	\$26.88
2003	14.4%	\$26.22
2002	15.2%	\$25.53
2001	12.9%	\$24.84
2000	16.0%	\$23.40
1999	14.2%	\$23.04

DCBID PROPERTY VALUES 1997–2019



COMMERCIAL MARKET OVERVIEW

SIGNIFICANT OFFICE LEASES 2019

TENANT	BUILDING	ADDRESS	SQ FT
LA Care Health Plan	1200 W. 7th St.	1200 W. 7th St.	212,335
MUFG Union Bank	445 S. Figueroa	445 S. Figueroa	161,962
Ghost Management Group	767 S. Alameda St.	767 S. Alameda St.	114,939
TubeScience	655 S. Santa Fe Ave.	655 S. Santa Fe Ave.	103,796
WeWork	1031 S. Broadway	1031 S. Broadway	80,000
WeWork	1150 S. Olive St.	1150 S. Olive St.	58,300
WeWork	1019 E. 4th Pl.	1019 E. 4th Pl.	55,864
CommonGrounds Workplace	915 Wilshire Blvd.	915 Wilshire Blvd.	45,978

MUFG Union Bank at 445 S. Figueroa



RESIDENTIAL MARKET OVERVIEW

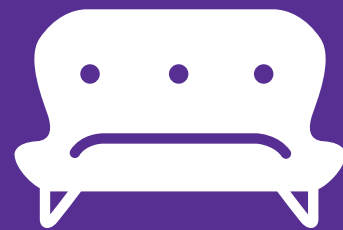
A record-breaking **4,447** new residential units opened in 2019, including apartments at **Park Fifth**, **Trademark**, and **THEA at Metropolis**. Additionally, **Brookfield Properties** began construction on their 784-unit project at 755 S. Figueroa next to **FIGat7th**.

We supported the residential market on both sides of the equation— providing consulting services to investors and developers and touring prospective residents and brokers through existing properties and new projects on our **DTLA Housing Tour**.

AVERAGE CONDO SALES 2001–2019

YEAR	PRICE PER SQ FT	CHANGE FROM PREVIOUS YEAR
2019	\$685.00	-1.7%
2018	\$697.00	0%
2017	\$697.00	6.8%
2016	\$652.69	7.8%
2015	\$605.16	9.5%
2014	\$563.23	15.4%
2013	\$487.89	30.5%
2012	\$373.78	16.7%
2011	\$320.39	-2.8%
2010	\$329.58	-3.2%
2009	\$340.31	-28.4%
2008	\$475.49	-9.9%
2007	\$527.54	-5.6%
2006	\$559.09	20.9%
2005	\$462.51	18.8%
2004	\$389.29	41.3%
2003	\$275.59	25.4%
2002	\$219.78	14.8%
2001	\$191.44	13.5%

Source: DTLA Life Realty



RESIDENTIAL STATISTICS

85.7%

Downtown residential
occupancy rate

48,677

Proposed units

4,442

Units under construction

RETAIL & HOTEL MARKET OVERVIEW

2019 was another outstanding year for retail and hospitality, with 1.1 million square feet of retail space and more than 1,800 hotel rooms under construction. The most exciting event of the year took place in February with construction finally starting on **The Grand**, the Frank Gehry-designed project from **The Related Companies** that will eventually provide Bunker Hill with 309 rooms at a new **Equinox Hotel** and over 175,000 sq. ft. of retail.

Noteworthy retail openings included **JOEY**, **Alamo Drafthouse Cinema**, **Marugame Udon**, **Pinches Tacos**, **V DTLA**, **Paper Source**, **The Habit Burger Grill**, **Drybar**, and **Red Herring**.

The DCBID played a role on both the industry and consumer side, providing information and consulting services to prospective retail tenants and hospitality developers and promoting local businesses and hotels in our marketing materials, tours, and roundtable meetings.



RETAIL & HOTEL STATISTICS

1.12M

Square feet of retail space under construction

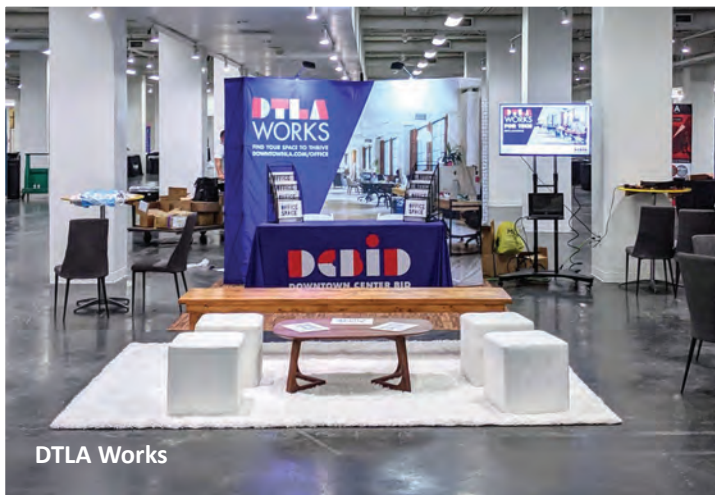
1,816

New hotel rooms under construction

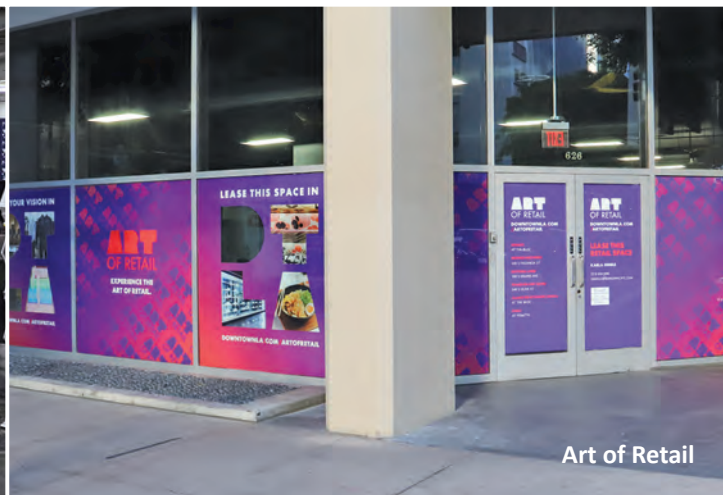
NOTABLE RETAIL OPENINGS IN 2019

Limerick's Tavern	Alamo Drafthouse Cinema
H&H Brazilian Steakhouse	JOEY
Buddy's	El Tejano
Tocaya Organica	Pinches Tacos
Starbucks Reserve	V DTLA
Merci-Good	HRB
Le Grand	Paper Source
Freshii	The Habit Burger Grill
The Queensberry	Drybar
Bok Bok Chicken	California Chicken Cafe
Blis	Red Herring
Marugame Udon	

PROGRAMS



DTLA Works



Art of Retail

OFFICE DTLA WORKS

DTLA Works is a promotional campaign that highlights the new generation of companies, including world-class architecture firms, pioneering technology startups, popular fashion brands, and new media companies, that are moving to Downtown LA to capitalize on the robust office space inventory, rich talent pool, and extensive urban amenities and superior accessibility to transit.

DTLA Works is enticing businesses into DTLA by driving awareness of the unique values and attributes of leasing and working in DTLA. By highlighting extensive infrastructure, varied building types, burgeoning creative class, and visionary leaders, the program is positioning Downtown LA as one of the most exciting places to be in business.

HACKING THE HIGHRISE

Hacking the Highrise is an initiative from the Downtown Center BID that explores how DTLA's office towers are being reimagined for a new era

of city living and a new generation of tenants. With over \$6.5 billion invested in Class A Office Towers since 2013, new owners are maximizing the value and appeal of their buildings by reinventing them from the inside out and reconnecting them to a revitalized DTLA. From lobbies and plazas redesigned as communal gathering spaces, to radical office renovations for creative tenants, and amenities and programming that enrich the employee experience and integrate with the surrounding neighborhood, DTLA's office towers are an active testing ground for the workplace of tomorrow in the Downtown of today.

LUNCH & LEARN

As DTLA establishes itself as a premiere destination for office tenants, the DCBID has become more proactive in our efforts to engage real estate professionals around the LA region to share our new materials and offer ourselves as a resource to those with clients interested in DTLA.

One way we do this is with our **Lunch & Learn** series, where we bring

presentation materials along with lunch and high-quality printed copies of our **Guide to Downtown Office Space** to companies such as Avison Young, CallisonRTKL, and IBI Group.

RETAIL ART OF RETAIL

We kicked off our **Art of Retail** marketing campaign, which showcases unique Downtown retailers as a way to attract new ones with our premier **Storefront Billboard** at 626 Wilshire. The campaign promotes available retail spaces, key district locations, and the DTLA retail market in general — generating interest, beautifying the streetscape, and driving potential tenants to contact the property owner or leasing agent.

POP-UP CONNECT

The **Pop-Up Connect** program helped property owners promote their retail spaces with L.A.'s trendsetters. By providing a spot on our list of available retail spaces, it offered direct promotion to brands and businesses as potential tenants.

REPORTS



ARTS & CULTURE REPORT

Since the beginnings of LA's history, Downtown has been the region's hub for cultural assets and activity. Our Arts & Culture Report highlighted how DTLA has re-emerged as the epicenter of Los Angeles for cultural investment and innovation.

RETAIL REPORT

Retail in Downtown LA is undergoing a renaissance of its own, with a growing mix of national brands, upscale boutiques, and distinct local offerings, all finding their own place in a community where fashion and food, art and culture, community and commerce have converged in a celebration of urban living. Our Downtown LA Retail Report underscored the strength of the retail sector.

MARKET REPORTS

Our quarterly Market Reports provided a comprehensive overview of Downtown real estate & development. They included updates on newly proposed and under construction projects by district, key stats by sector, as well as significant sales, leases, and retail openings.

OFFICE REPORT

Downtown LA is Southern California's largest and most diverse commercial market - with its best collection of Class A towers, historic office buildings, and industrial spaces. As we enter the 2020's it is attracting new and innovative industries like media and technology. Learn more about the office opportunities of DTLA in the Guide to Downtown LA Office Space.

TOURS & SERVICES

DEVELOPMENT TOURS

Timed with the release of our quarterly Market Report, this bus and walking tour highlights new residential, office and retail real estate development throughout DTLA. Each quarter's tour provided an overview of the market, developments under construction and in the pipeline, and a closer look at recently completed projects.

HOUSING TOURS

In 2019, almost 300 people attended our **DTLA Housing Tours**, showcasing the unique attractions, amenities, and residential living opportunities in Downtown. Each tour provided examples of for-lease and for-sale developments, with an amenity stop at a local business included as an added perk.

OUTREACH, RECRUITMENT & CONSULTING SERVICES

To promote investment, we assisted and/or toured many types of companies and individuals, including the following:

- Residential Developers and Investors
- Hotel Developers and Operators
- Commercial and Investment Bankers
- Real Estate Appraisers
- Office Space Tenants
- Retailers and Restaurateurs
- Cultural, Educational and Non-profit Institutions
- Commercial and Residential Real Estate Brokers



Development Tours



Housing Tours

MARKETING

Growing and Engaging the Downtown Community

Downtown LA is a diverse community of businesses, workers, visitors, and residents who we reach to with strategic programs, campaigns, and events. We use email, social media, SMS, and digital marketing to promote Downtown businesses, events, and programs to tens of thousands of people in DTLA and throughout LA County. When we aren't encouraging audiences to visit Downtown businesses and attend events in DTLA, we send visitors to DowntownLA.com to get the latest information about the Downtown Center.

DowntownLA.com is an important and valuable resource to communicate about living, working, and exploring DTLA. DowntownLA.com had over 950,000 page views and 340k users in 2019. Our social media increased across all platforms (Facebook, Twitter, LinkedIn & Instagram), but Instagram followers grew the most significantly at 40% over 2018. Our e-newsletter, This Month in DTLA, continued to welcome new businesses, highlight DTLA-based events, and reach tens of thousands of subscribers each month with an average open rate of 14.35%.

In 2019 we held our annual summer and holiday campaigns, as well as a staycation sweepstakes, which promoted Downtown throughout the greater LA region, giving special highlight to events and businesses in the Downtown Center with curated guides and useful content that generated renewed awareness to the Downtown area.

SOCIAL MEDIA NUMBERS



44,092

Facebook fans



39,372

Twitter followers



43,414

Instagram followers



EVENTS

12th ANNUAL HALLOWEEN FESTIVAL FOR DTLA KIDS

On the evening of October 31st, over 1,500 Downtown LA kids and families attended our Halloween Festival at **FIDM Grand Hope Park**. This annual community event was created by the DCBID to support the Downtown families that are integral for creating a vibrant community. The Halloween Festival is an important opportunity for the DCBID to provide DTLA families a safe and fun Halloween party, right in their own backyard. Families were able to meet with Downtown service providers such as **Metro Charter School**, **Bright Horizons Preschool**, **YMCA**, and the **Los Angeles Library Foundation**. Event highlights included puppet shows, face painters, bounce houses, arts and craft tables, and trick-or-treat doors. Attendees enjoyed hot dogs, cotton candy, popcorn, and snacks.

EVENTS

20th ANNUAL PUBLIC SAFETY APPRECIATION BBQ

On Thursday, September 26th, 1,000 residents, workers, and safety personnel attended our 20th Annual Public Safety Appreciation BBQ at Bank of America Plaza. The DCBID was joined by Los Angeles Police Department, Los Angeles Fire Department, Los Angeles County Sheriff's Department, and the Historic Core, Fashion District, and South Park BIDs to honor the men and women in uniform whose dedicated service continues to make our District and Downtown LA a safe and livable community. The DCBID hosts this community event each year to give Downtown residents and workers the opportunity to meet and connect with the public safety officials who keep them safe. This year's net proceeds of \$5,000 benefited the Sheriff's Youth Foundation.



RESIDENT MIXER SERIES

As part of our continued efforts to build community amongst our residents, the DCBID hosted two Resident Mixers in 2019. Our Spring Mixer was held at **Pez Cantina** with over 75 residents in attendance. At the Holiday Resident Mixer held at **18 Social at Hotel Indigo**, we hosted over 100 residents and Roundtable members. Attendees learned about DCBID services and had the opportunity to meet the DCBID staff.



13th ANNUAL DOG DAY

On Wednesday, July 10, the Downtown Center BID hosted the 13th Annual Dog Day Afternoon at **FIGat7th** Plaza for Downtown LA residents and their dogs. Over 1,200 residents and their dogs were in attendance. This free community-building event is a great way for residents to meet their neighbors, make new friends, and celebrate their canine pals. Residents enjoyed live music, food by Pizza Studio and New Moon Cafe, and meeting with over 30 pet-related vendors.

HANDMADE HOLIDAY MARKETPLACE

On December 6th, Maguire Gardens in Downtown LA was magically transformed into a winter holiday market that attracted shoppers and seasonal spirit to the park. Partnering with OUE, the DCBID proudly produced the first annual Handmade Holiday Marketplace. The DCBID was on hand promoting the “DTLA for the Holidays” campaign, while distributing limited-edition DTLA gift bags. This first annual holiday market was a success all around. We look forward to partnering with OUE to further activate this wonderful space.



CAMPAIGNS



Street Food Cinema

SUMMER IN THE CITY

Downtown LA is hotter than ever in the warm summer months. Our summer campaign “Summer Sun, Cool Fun” kicked off Memorial Day weekend and promoted DTLA as a destination for special events, movies, and outdoor concerts along with a curated guide at DowntownLA.com/Summer. The online guide highlighted major event series and included where to go for dining, shopping, and things to do before and after each event. 2019 participants included:

- **FLIXatFIG**
- **Friday Night Flicks at Pershing Square**
- **Downtown Stage at Pershing Square**
- **Dance DTLA**
- **Street Food Cinema**

Our marketing campaign included a strategic mix of digital, print, and radio advertising.

DTLA FOR THE HOLIDAYS

The DCBID launched its “DTLA for the Holidays” campaign from Thanksgiving weekend through New Year’s Day. The campaign promoted Downtown LA as a walkable destination for unique gifts and festive events with a one-stop guide at DowntownLA.com/Holiday. The webpage featured 50+ retailers, hotel promotions, and holiday events in Downtown LA including the Ice Rink at Pershing Square, FIGat7th Holiday Silent Disco, L.A. Master Chorale concerts at Walt Disney Concert Hall, Grand Parks Winter Glow, the Millennium Biltmore Tree Lighting Ceremony, Sparkle DTLA at The Bloc, and many more.

The holiday campaign included a pocket-sized shopping and events guide, strategic mix of digital, print, and radio advertising, along with pop-up activations at Pershing Square and FIGat7th.



Sparkle DTLA at The Bloc



Ice Rink at Pershing Square



MARKETING STATISTICS

950,349

Website page views

340,086

Website users

35,523

Email subscribers

14.35%

Email open rate

COMMUNICATIONS



NEWSLETTERS

Quarterly District News

The DCBID published and mailed four quarterly newsletters to all property owners within the District. The District News newsletters provided information on DCBID programs, events, and Operations statistics to keep our stakeholders informed.

Monthly Email Newsletters

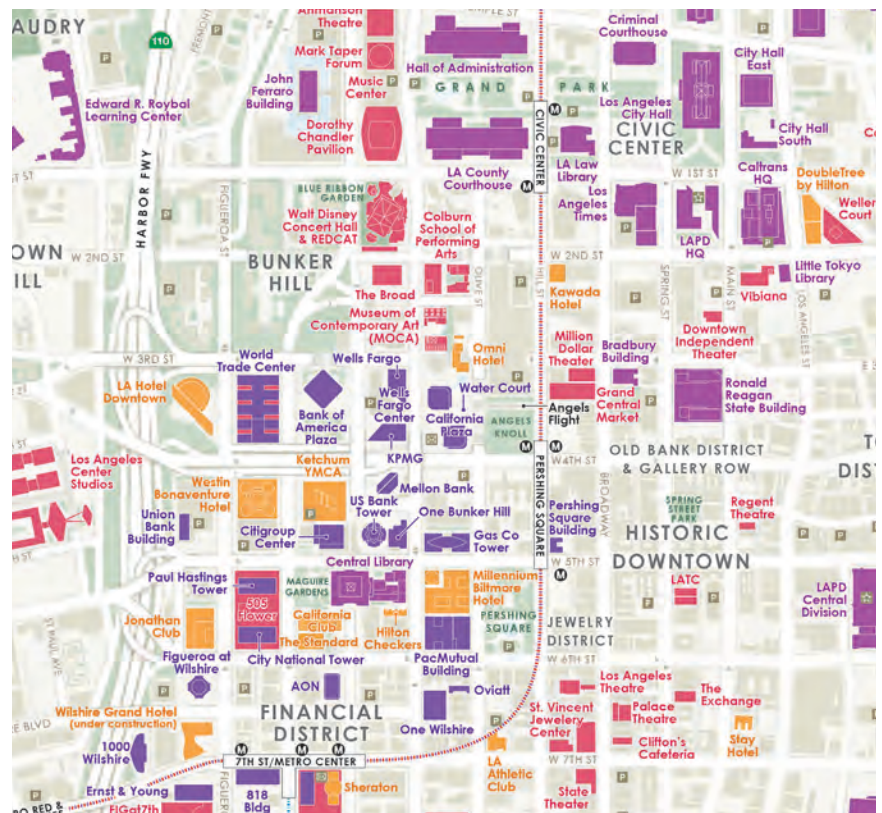
Subscribers to the DCBID's "This Month in DTLA" email list received monthly newsletters that highlighted new businesses, events, seasonal marketing campaigns, and exclusive specials. The emails were sent to tens of thousands of DTLA Insiders and had an average 14.35% open rate.

MEDIA COVERAGE

DCBID events and initiatives resulted in 120 media placements ranging from Downtown LA features in the *New York Times* to market-related quotes in the *Los Angeles Business Journal* to event-related highlights on KABC7, and other media outlets including *L.A. Downtown News*, *California Centers Magazine*, *Globe St.*, *The Real Deal*, *Commercial Observer*, *Connect California*, *Korea Times*, *Yahoo! Finance*, and *Bloomberg*.

WELCOME MAPS

The DCBID distributed approximately 300,000 Downtown LA maps, highlighting Downtown attractions, points of interest, and public transit routes. The maps were distributed to Downtown businesses, at special events, transportation hubs, tourist locations, and hotels throughout Southern California.



DOWNTOWN GUIDES

The **DCBID Downtown Guides** program continued to provide much needed services to residents, visitors, and businesses, including distribution of Downtown materials, providing directions, answering general questions, interacting with new businesses, creating welcome bags, providing support at DCBID events, and much more. When it comes to your safety on the street, the Downtown Guides serve as extra eyes and ears for our Safety Team.



DOWNTOWN GUIDES STATS

457

Directions given

1,801

Businesses contacted

207,000

Welcome maps provided

2,500

Welcome bags provided

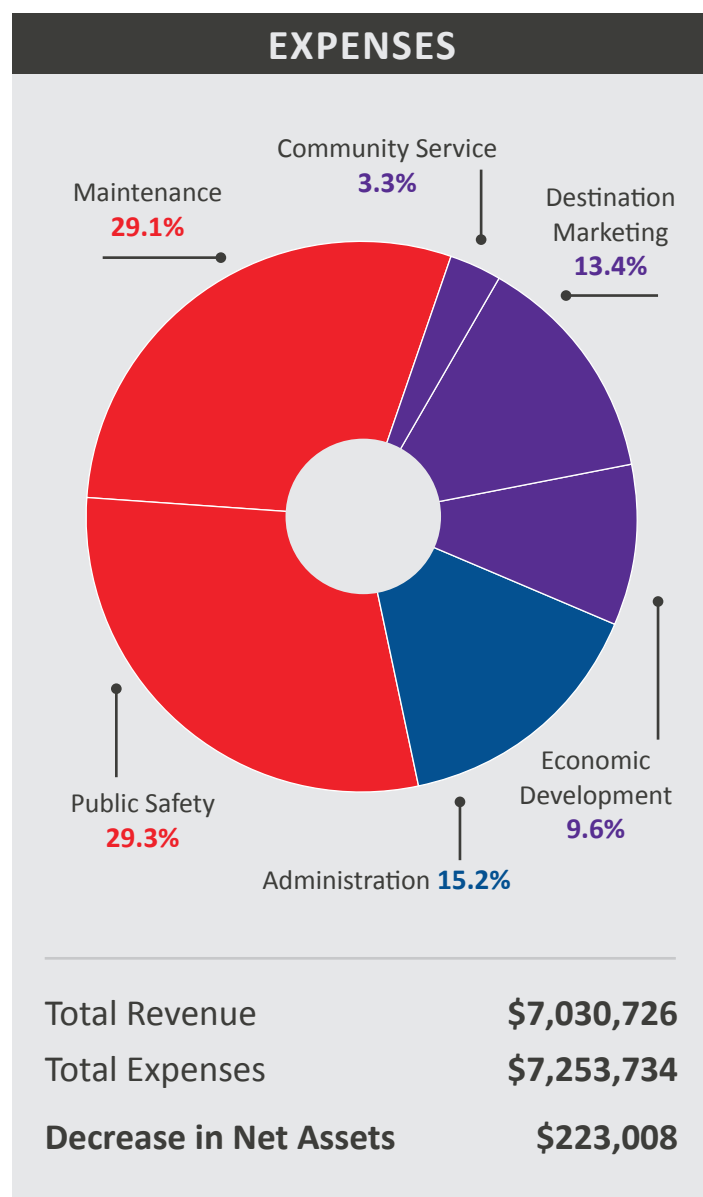
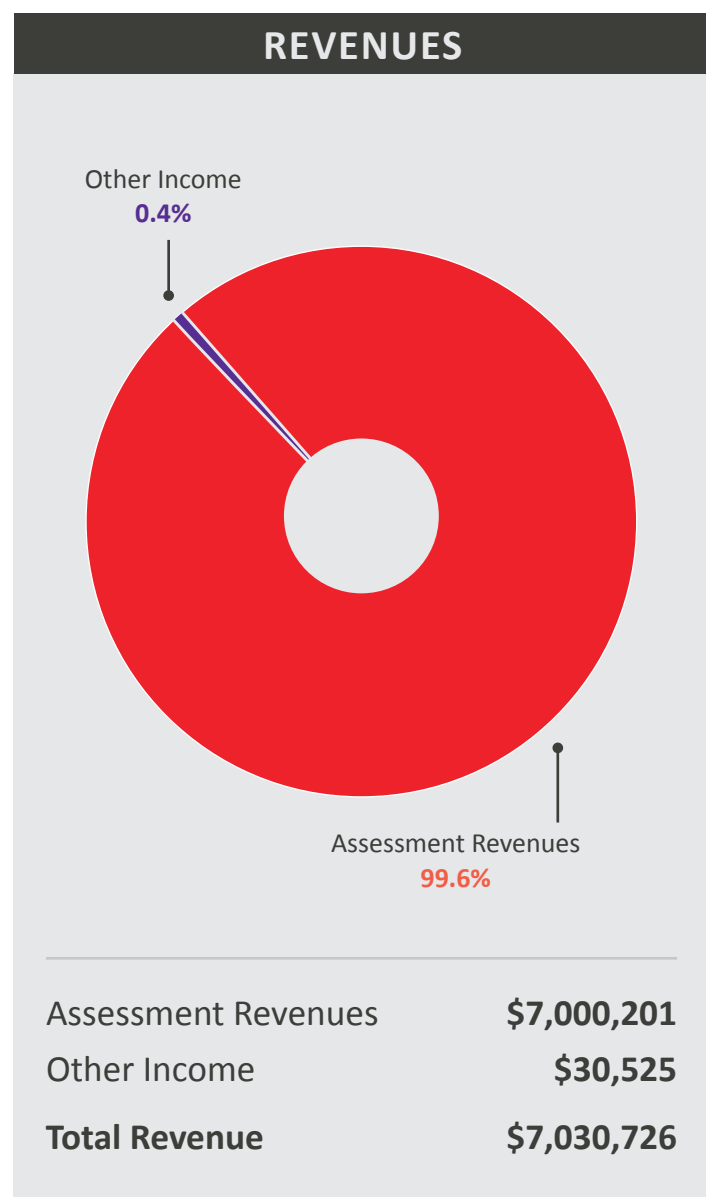


City Hall reflecting off of LAPD Headquarters

FINANCIALS

Statement of activity

(For the Year Ending December 31, 2019)



\$1.26 M YEAR-END NET ASSETS

FINANCIALS

DCBID ASSESSMENT REVENUES 2019 VS. 2018

2019

\$7 M

2018

\$6.7 M

DCBID PROGRAM EXPENSES BREAKDOWN 2019 VS. 2018

PUBLIC SAFETY

\$2,128,923

\$1,876,632

MAINTENANCE

\$2,111,153

\$1,627,406

COMMUNITY SERVICE

\$241,892

\$216,965

DESTINATION MARKETING

\$973,564

\$752,864

ECONOMIC DEVELOPMENT

\$694,200

\$816,866

ADMINISTRATION

\$1,104,002

\$1,162,327

TALK OF THE TOWN

“Five years ago we set out to redefine the Downtown Los Angeles skyline by creating an inviting and thriving live-work-play community in the center of Los Angeles. We are proud to have delivered a world-class community that families and young professionals as well as commercial tenants call home—a place that is served by mass transit, award-winning cultural organizations, and a vibrant, walkable cityscape.”

— Winston Yan, *GM of Greenland USA*

“Dubbed DTLA, Downtown Los Angeles has established itself as not just one of the most talked-about neighborhoods in the City of Angels, but the entire country. The transformation kicked off in 1999, when a city-approved adaptive reuse ordinance was passed — permitting the neighborhood’s abandoned, but historic Art Deco and Beaux-Arts structures to be revitalized into stylish residences and commercial spaces.”

— *Travel + Leisure*, Dec. 2019

“Los Angeles’s downtown was little more than a sleepy office district not too long ago, where tens of thousands of suburbanites would clear out by the end of the workday and scores of classic Beaux-Arts and Art Deco buildings sat vacant or underutilized....Today, cranes dot the skyline and construction routinely diverts traffic as Downtown Los Angeles — a neighborhood known as DTLA — undergoes the biggest development boom since the Roaring Twenties, when the area was then the center of the entertainment industry.”

— *New York Times*, March 2019

“Walk the length of Grand Avenue from Temple to 5th Street, and you’ll encounter one of the most vital arts hubs in the city. You might be tempted by the collections at MOCA and the Broad or the multiple music offerings at the Colburn School and Walt Disney Concert Hall. Perhaps the opportunity to experience acclaimed architecture is a draw. Or theater. Or dance.” — *LA Times*, May 2019

“After SO MANY years of planning and development, to be opening in Los Angeles with such a strong team of movie-lovers at the helm is absolutely thrilling.”

— *Alamo Drafthouse CEO* Tim League, June 2019

“The redesign of the Music Center Plaza creates an inviting, wide open space and provides Angelenos with an urban oasis, whether they are in between meetings in the busy civic center or just looking to relax and enjoy the sights of downtown L.A.,”

— Rachel Moore, *president and chief executive at the Music Center*, Aug. 2019

2020 GOALS



While our planned programs and initiatives were designed to continue fostering a culturally and economically vibrant Downtown Center, in the wake of the COVID-19 crisis, we have refocused much of our effort to responding to the realities, challenges, and even opportunities this unique moment presents for the District.

OPERATIONS

- Sustain exemplary standards for safety and cleaning, while adapting to shifting requirements during shutdown and reopening to keep our District safe and healthy.
- Enhance community engagement with stakeholders, residents, and visitors as local businesses reopen, workers return, and activity on the streets increases.
- Through our various partnerships, address the unique challenges facing individuals experiencing homelessness in our District during the crisis and recovery.

ECONOMIC DEVELOPMENT

- Maintain our position as the top source of market information and insight about DTLA, providing timely and relevant information on recovery and revitalization.
- Support the existing business and residential ecosystems with recovery efforts and resources.
- Reaffirm DTLA's appeal to creative companies and workers, the continued viability of its retail and hospitality market, and the resiliency of its vibrant urban lifestyle.

MARKETING

- Support local retail, hospitality, and cultural organizations with enhanced promotional programs to address immediate business impacts and challenging market conditions.
- Maximize reach, appeal, and utility of DowntownLA.com and social media channels, with emphasis on recovery and revitalization efforts.
- Increase quality and quantity of original content about DTLA for all target audiences, with short-term emphasis on recovery and revitalization efforts.
- Enhance visibility and identity of DTLA to instill confidence and optimism in the Downtown community's present and future.

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